

PATENT
03382-P0099A *ELF*

Abstract

The present invention concerns methods and systems for gathering data concerning usage of media data provided from a predetermined receiver to a user. First data concerning usage of the media data is gathered by means of a portable monitor carried on the person of the user. Second data concerning usage of media data by the predetermined receiver is gathered by a monitoring system separate from the portable monitor, the second data corresponding to at least a portion of the first data. Audience measurement data is produced based on the first and second data.